



1400 Broadway
New York, New York 10018
www.Fetch4Pets.com

March 8, 2018

Dear Valued Reseller,

To help maintain healthy margins across all market segments, Fetch for Pets is adopting a Minimum Advertised Price (MAP) policy. All existing Fetch for Pets products will be covered with this new policy and any new items launched from this point forward will include MAP pricing upon release.

The MAP pricing is included with this letter for your reference.

1. MAP pricing is established by Fetch for Pets and may be adjusted at our sole discretion.
2. The MAP policy applies to all in store pricing, including EDLP (Every Day Low Price) and advertisements of Fetch for Pets products in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
3. Fetch for Pets' MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price," that consumers should "call for a price" phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
4. Each retailer will be notified on or before March 15 and will have 30 days to comply with MAP pricing and respond to our notification.
5. From time to time Fetch for Pets may discontinue items or engage in promotions with respect to certain products. In such events, we reserve the right to modify or suspend the MAP with respect to the affected products and will notify all dealers of such change.
6. The terms of this MAP policy are confidential and should not be disclosed to other parties.

If you have any additional questions, please contact your salesperson at 1-212-244-2456.

Sincerely,
George Tuttle



George Tuttle | Sales Manager
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